

What is claimed is:

1 1. A computer-implemented method for generating advertising information
2 offering a plurality of products for sale, comprising a plurality of locations for
3 individual advertisements and including at least one special location for prominently
4 advertising a special product, wherein said method comprises:

5 providing a first data structure including an entry for each product within said
6 plurality of products, wherein said first data structure includes a field identifying each
7 said product and a field including data relating to profit from sales of each said
8 product;

9 generating a score for each product within said plurality of products from said
10 data relating to profit from sales;

11 comparing said score for each product within said plurality of products to
12 determine at least one product with promising profit from sales; and

13 writing at least one code identifying said at least one product with promising
14 profit from sales to a selection data structure.

1 2. The computer-implemented method of claim 1, additionally comprising:

2 reading said at least one code from said selection data structure;

3 reading product advertising information corresponding to said at least one
4 product from a second data structure including an entry for each product within said
5 plurality of products, an identification field including a code identifying each said
6 product and an information field including information describing each said product;
7 and

8 writing said product advertising information corresponding to said at least one
9 product to a computer readable medium in at least one location corresponding to
10 said at least one special location for prominently advertising a special product.

1 3. The computer-implemented method of claim 2, wherein
2 said computer readable medium includes a computer data structure storing
3 data for presentation as one or more web pages, and
4 said data for presentation as one or more web pages causes a standard
5 browser to display data in a predetermined manner.

1 4. The computer-implemented method of claim 1, wherein
2 said field including data relating to profit from sales of each said product
3 includes a field storing data describing profits from an individual sale of each said
4 product and a field storing sales data describing a level of sales of each said
5 product,
6 said step of providing said first data structure includes updating said sales
7 data, and
8 said step of generating a score for each product includes multiplying said
9 data relating to profit from sales of each said product by said sales data for each
10 said product to obtain expected profit data.

1 5. The computer-implemented method of claim 4, wherein
2 said first data structure additionally includes a field storing an inventory
3 function derived from inventory data for each said product,
4 said step of providing said first data structure includes updating said
5 inventory function, and
6 said step of generating a score for each product includes multiplying said
7 expected profit data by said inventory function to lower said score for a product
8 having a low level of inventory.

1 6. The computer-implemented method of claim 5, wherein
2 said sales data and said inventory function are updated in a real-time basis
3 as said products are sold,
4 said score is generated and said score for each product is compared

iteratively at a predetermined time.

7. The computer-implemented method of claim 5, wherein
said sales data and said inventory function are updated and said score is
generated in a real-time basis as said products are sold, and
said score for each product is compared iteratively at a predetermined time.

8. A computer-implemented method for generating advertising information
offering a first plurality of products for sale, comprising a first plurality of locations
for individual advertisements and including a second plurality of special locations
for prominently advertising special products, wherein said method comprises:

providing a first data structure including an entry for each product within said
first plurality of products, wherein said first data structure includes a field identifying
each said product and a field including data relating to profit from sales of each said
product;

generating a score for each product within said first plurality of products from
said data relating to profit from sales;

comparing said score for each product to determine a second plurality of
products with promising profit from sales, wherein a number of products in said
second plurality of products is equal to a number of special locations in said second
plurality of special locations; and

writing a code identifying each product within said second plurality of
products to an identification data field within a selection data structure.

9. The computer-implemented method of claim 8, additionally comprising:
reading said code identifying each product within said second plurality of
products from said selection data structure;

reading product advertising information corresponding to each product within
said second plurality of products from a second data structure including an entry for
each product within said first plurality of products, an identification field storing a

code identifying each said product, and an information field storing information describing each said product; and
writing said product advertising information corresponding to each product within said second plurality of products to a computer readable medium in a second plurality of locations corresponding to said second plurality of special locations for individual advertisements.

10. The computer-implemented method of claim 9, wherein
said computer readable medium includes a computer data structure storing data for presentation as one or more web pages, and
said data for presentation as one or more web pages causes a standard browser to display data in a predetermined manner.

11. The computer-implemented method of claim 10, wherein comparing said score for each product causes products having highest levels of scores to be selected as said second plurality of products.

12. The computer-implemented method of claim 11, wherein
said method additionally comprises initializing data stored within a plurality of score data fields within said selection data structure and writing said score for each product within said second plurality of products to a score data field within said selection data structure associated with a data field storing said code identifying said product,
said score for each product is compared to one or more scores stored within said score data field, and
if said score for each product is larger than one or more scores stored within said score data fields, said data fields within said selection data structure are written to include codes identifying products having highest levels of scores and scores of said products having highest levels of scores.

13. The computer-implemented method of claim 10, wherein
said first data structure additionally includes a field identifying a category
among a plurality of categories for each product within said plurality of products,
a number of categories in said plurality of categories is equal to said number
of special locations in said second plurality of special locations,
said method additionally comprises initializing data stored within a plurality
of score data fields within said selection data structure and writing said score for
each product within said second plurality of products to a score data field within said
selection data structure associated with an identification data field storing said code
identifying said product,
each score data field and each identification data field associated with said
score data field within said selection data structure stores data from an entry for
which a different category is stored in said first data structure,
said score for each product is compared to a score within a score data field
associated with a category stored for said product in said first data structure, and
if said score for each product is larger than said score within said score data
field associated with said category, said score for each product is written to said
score data field associated with said category.

14. A system for communicating web pages having advertising information
offering a plurality of products for sale, comprising a plurality of locations for
individual advertisements and including at least one special location for prominently
advertising a special product, wherein said system comprises:

a server having an interface for communicating over a switched telephone
network;

first data storage including a first data structure and a selection data
structure, wherein said first data structure stores an entry for each product within a
plurality of products, a field storing data identifying each said product, and a field
storing data relating to profit from sales of each said product; and

first processor means programmed to read said data identifying each said

product and said data relating to profit from sales of each said product, to generate a score for each said product from said data relating to profit from sales of said product, to compare said scores for each said product to determine at least one product with promising profit from sales, and to write at least one code identifying said at least one product with promising profit from sales to said selection data structure.

15. The system of claim 14, additionally comprising:

second data storage including second and third data structures, wherein said second data structure stores an entry for each product within said plurality of products, an identification field storing data identifying each said product, and an information field including information describing each said product and a third data structure, wherein said third data structure stores data for presentation through said server over said switched telephone network, and wherein said third data structure includes at least one special location corresponding to a prominent display of information presented through said server over said switched telephone network; and

second processor means programmed to read said at least one code and data within said identification and information fields, and to write said product advertising information corresponding to said at least one product to said third data structure in at least one location corresponding to said at least one special location within said third data structure.

1 16. The system of claim 15, wherein

2 said field including data relating to profit from sales of each said product
3 includes a field storing data describing profits from an individual sale of each said
4 product and a field storing sales data describing a level of sales of each said
5 product,

6 said system additionally comprises third processor means updating said
7 sales data, and

8 said first processor means generates a score for each product by a process
9 including multiplying said data relating to profit from sales of each said product by
10 said sales data for each said product to obtain expected profit data.

1 17. The system claim 16, wherein

2 said first data structure additionally includes a field storing an inventory
3 function derived from inventory data for each said product,

4 said third processor means additionally updates said inventory function, and

5 said first processor means generates a score for each said product by
6 multiplying said expected profit data by said inventory function to lower said score
7 for a product having a low level of inventory.

1 18. The computer-implemented method of claim 17, wherein

2 said third processor means updates said sales data and said inventory
3 function in a real-time basis as said products are sold,

4 said first processor means generates and compares said score iteratively
5 at a predetermined time.

1 19. The computer-implemented method of claim 17, wherein
2 said sales data and said inventory function are updated and said score is
3 generated in a real-time basis as said products are sold, and
4 said first processor means compares said score for each product iteratively
5 at a predetermined time.

1 20. A system for communicating web pages having advertising information
2 offering a first plurality of products for sale, comprising a first plurality of locations
3 in for individual advertisements and including a second plurality of special locations
4 for prominently advertising special products, wherein said system comprises:

5 a server having an interface for communicating over a switched telephone
6 network;

7 first data storage including a first data structure and a selection data
8 structure, wherein said first data structure stores an entry for each product within
9 said first plurality of products, a field storing data identifying each said product, and
10 a field storing data relating to profit from sales of each said product; and

11 first processor means programmed to read said data identifying each said
12 product and said data relating to profit from sales of each said product, to generate
13 a score for each said product from said data relating to profit from sales of said
14 product, to compare said scores for each said product to determine a second
15 plurality of products with promising profits from sales, wherein a number of products
16 in said second plurality of products is equal to a number of special locations in said
17 second plurality of special locations, and to write a code identifying each product
18 within said second plurality of products to said selection data structure.

1 21. The system of claim 20, additionally comprising:

2 second data storage including second and third data structures, wherein said
3 second data structure stores an entry for each product within said plurality of
4 products, an identification field storing data identifying each said product, and an
5 information field including information describing each said product and a third data
6 structure, wherein said third data structure stores data for presentation through said
7 server over said switched telephone network, and wherein said third data structure
8 includes a second plurality of locations corresponding to said second plurality of
9 special locations for prominently advertising special products; and

10 second processor means programmed to read said code identifying each
11 product within said second plurality of products and data within said identification
12 and information fields, and to write said product advertising information
13 corresponding to said products in said second plurality of products to said third data
14 structure in said second plurality of locations corresponding to said second plurality
15 of special locations for prominently advertising special products.

1 22. The system of claim 21, wherein comparing said score for each product
2 causes products having highest levels of scores to be selected as said second
3 plurality of products.

1 23. The computer-implemented method of claim 22, wherein

2 said first processor means is additionally programmed to initialize data stored
3 within a plurality of score data fields within said selection data structure and to write
4 said score for each product within said second plurality of products to a score data
5 field within said selection data structure associated with a data field storing said
6 code identifying said product,

7 said score for each product is compared to one or more scores stored within
8 said score data field, and

9 if said score for each product is larger than one or more scores stored within

10 said score data fields, said data fields within said selection data structure are written
11 to include codes identifying products having highest levels of scores and scores of
12 said products having highest levels of scores.

1 24. The computer-implemented method of claim 21, wherein
2 said first data structure additionally includes a field identifying a category
3 among a plurality of categories for each product within said plurality of products,
4 a number of categories in said plurality of categories is equal to said number
5 of special locations in said second plurality of special locations,
6 said first processor means is additionally programmed to initialize data stored
7 within a plurality of score data fields within said selection data structure and to write
8 said score for each product within said second plurality of products to a score data
9 field within said selection data structure associated with an identification data field
10 storing said code identifying said product,
11 each score data field and each identification data field associated with said
12 score data field within said selection data structure stores data from an entry for
13 which a different category is stored in said first data structure,
14 said score for each product is compared to a score within a score data field
15 associated with a category stored for said product in said first data structure, and
16 if said score for each product is larger than said score within said score data
17 field associated with said category, said score for each product is written to said
18 score data field associated with said category.

1 25. The system of claim 21, wherein
2 said system additionally comprises an inventory control computer accessing
3 sales and inventory data,
4 said first processing means is provided by a microprocessor within said
5 inventory control computer, and
6 said second processing means is provided by a microprocessor within said
7 server.

1 26. The system of claim 21, wherein said first and second processing means are
2 provided by a microprocessor within said server.

1 27. The system of claim 21, wherein
2 said system additionally comprises an inventory control computer accessing
3 sales and inventory data and a computing system, and
4 said first and second processing means are provided by a microprocessor
5 within said computing system.

1 28. A computer readable medium having computer readable code stored thereon
2 for causing a system including at least one computer to perform a method for
3 generating advertising information offering a first plurality of products for sale,
4 comprising a first plurality of locations for individual advertisements and including
5 a second plurality of special locations for prominently advertising special products,
6 wherein said method comprises:

7 providing a first data structure including an entry for each product within said
8 first plurality of products, wherein said first data structure includes a field identifying
9 each said product and a field including data relating to profit from sales of each said
10 product;

11 generating a score for each product within said first plurality of products from
12 said data relating to profit from sales;

13 comparing said score for each product to determine a second plurality of
14 products with promising profit from sales, wherein a number of products in said
15 second plurality of products is equal to a number of special locations in said second
16 plurality of special locations; and

17 writing a code identifying each product within said second plurality of
18 products to an identification data field within a selection data structure.

1 29. The computer readable medium of claim 28, wherein said method
2 additionally comprises:

3 reading said code identifying each product within said second plurality of
4 products from said selection data structure;

5 reading product advertising information corresponding to each product within
6 said second plurality of products from a second data structure including an entry for
7 each product within said first plurality of products, an identification field storing a
8 code identifying each said product, and an information field storing information
9 describing each said product; and

10 writing said product advertising information corresponding to each product
11 within said second plurality of products to a computer data structure in a second
12 plurality of locations corresponding to said second plurality of special locations for
13 individual advertisements.

1 30. The computer readable medium of claim 29, wherein

2 said computer data structure stores data for presentation as one or more web
3 pages, and

4 said data for presentation as one or more web pages causes a standard
5 browser to display data in a predetermined manner.

31. The computer readable medium of claim 30, wherein comparing said score for each product causes products having highest levels of scores to be selected as said second plurality of products.

32. The computer readable medium of claim 31, wherein
said method additionally comprises initializing data stored within a plurality of score data fields within said selection data structure and writing said score for each product within said second plurality of products to a score data field within said selection data structure associated with a data field storing said code identifying said product,
said score for each product is compared to one or more scores stored within said score data field, and
if said score for each product is larger than one or more scores stored within said score data fields, said data fields within said selection data structure are written to include codes identifying products having highest levels of scores and scores of said products having highest levels of scores.

33. The computer readable medium of claim 30, wherein
said first data structure additionally includes a field identifying a category among a plurality of categories for each product within said plurality of products,
a number of categories in said plurality of categories is equal to said number of special locations in said second plurality of special locations,
said method additionally comprises initializing data stored within a plurality of score data fields within said selection data structure and writing said score for each product within said second plurality of products to a score data field within said selection data structure associated with an identification data field storing said code identifying said product,
each score data field and each identification data field associated with said score data field within said selection data structure stores data from an entry for

13 which a different category is stored in said first data structure,
14 said score for each product is compared to a score within a score data field
15 associated with a category stored for said product in said first data structure, and
16 if said score for each product is larger than said score within said score data
17 field associated with said category, said score for each product is written to said
18 score data field associated with said category.

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